

UTAH PTAC VIRTUAL WORKSHOP

Please include a welcoming message with a general overview of this workshop.

Registration instructions: This workshop includes two sessions - at 10:00 am and 1:00 pm MDT. Each session is 2 hours long. You need to register only ONCE to attend either or both sessions. After registering for the event, you will receive a confirmation email with your login link. Please use this link to attend both sessions. If you need assistance with registration, please contact support@govology.com.

[Click Here to Register For This Virtual Event](#)

Here's the link to the registration page:

<https://attendee.gotowebinar.com/register/792742792466833932>



Session 1

Marketing to Government Agencies and Prime Contractors

Date: May 11, 2020

Time: 10:00 am - 12:00 pm MDT

Presenter: Carroll Bernard, Govology

Description: This webinar will help you understand and implement best practices in marketing to government agencies. After attending this session, you will learn:

- how to conduct market research specific to the government marketplace using both online tools and primary research methods such as agency interviews;
- what basic marketing materials you should have in your arsenal and how to use them effectively;
- how to use technology to streamline and enhance your marketing efforts;
- how to build a compelling value proposition that speaks to your target clients, and
- how to properly respond to sources sought notices to increase your chances of getting an opportunity set aside.

Meet Your Presenter:

CARROLL BERNARD, Govology Co-Founder



As a coach and trainer in the government marketplace, Carroll offers a unique 360-degree perspective. Over the last 15 years, he has served as a Supply Officer in the acquisition community of the U.S. Navy, a Procurement Specialist for the City of Vancouver, Washington, and a Contracting Officer at the U.S. Department of Veterans Affairs. In addition

to his experience in government procurement, he has also provided mentorship, counseling, and training to thousands of small businesses seeking government contracts as a counselor in the Procurement Technical Assistance Program, an SBA Business Opportunity Specialist, and an independent coach, consultant, and trainer. Carroll is also a seasoned entrepreneur and has successfully built his own business through government market opportunities. He works collaboratively with nonprofits and government entities who share his mission of supporting the small business community. These partnerships include Procurement Technical Assistance Centers, Small Business Development Centers, SCORE, Women Business Centers, and Veterans Business Outreach Centers to name a few.



Session 2

To Bid or Not - Reading and Responding to RFPs

Date: May 11, 2020

Time: 1:00 pm - 3:00 pm MDT

Presenter: Melissa Metzger, Left Brain Professionals

Description: Stop wasting time writing losing proposals. Do you have a clear bid/no-bid decision process? Focus on tasks you can successfully complete and submit winning proposals. Companies fail to win contracts because they:

- do not fully understand the needs of their customers;
- spend more time talking about themselves instead of about the solution or how to solve the customer's problem;
- do not answer all of the questions in the RFP or provide the requested information;
- do not follow instructions regarding file type or size, page length, or other administrative items;
- do not submit the proposal on time.

Winning government contracts requires an effective proposal process. This session will walk you through the prescribed format of government RFPs, common pitfalls, and best practices. You'll learn about the intended purpose of each section of the RFP and where to find the information necessary to prepare your proposal.

Meet Your Presenter:

MELISSA METZGER, MAFM



Throughout a career spanning multiple industries, regulatory environments, and company structures, Ms. Metzger has successfully developed and instituted compliant and efficient processes that have saved businesses over \$1.5 million during the last five years. She managed over \$100 million

in annual federal funds and has worked with multiple stand-alone funding streams with different regulatory constraints and accounting requirements.

Growing up in an educationally-driven military-supporting family in north-central Ohio, Melissa developed many of the skills she relies on now to achieve her professional successes. Her inquisitive, supportive, innovative, collaborative, and learner-based approach allows her to quickly understand the inner workings unique to each business and develop a custom solution. Melissa's strategic business acumen and skill-set enable her to excel in small and large business settings and diverse industries, including manufacturing, publishing, transportation and warehousing, housing, and service-based environments.

Ms. Metzger is a Certified QuickBooks ProAdvisor who earned her bachelor's degree in accounting from Otterbein College in Ohio. She holds a master's degree in accounting and financial management from the Keller Graduate School in Ohio.